The OPAC is Dead:
Discovery versus Disintermediation

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Disintermediation

disintermediation is the removal of intermediaries in a supply chain: "cutting out the middleman".

Increasingly, libraries are disintermediated from their end users in the information-seeking process.
Old Model of Library Use is Over!

- Old model resulted from $$$ of the ’60’s
- Built BIG print collections
- Users had to come to the collections
OPAC is really dead!

- Collections are primarily digital
  - Hundreds of “databases”
  - Articles not represented
- 50% + is spent on e-resources
- “Special” collections are also digital
Value of the Library in question

• In 2001, Pew Internet and American Life:

  “73% of online college students use the Internet for research more than the library”
Perceived Value of the Library’s Role

• The importance of the role of the library as a gateway for locating information has fallen over time

• The library is increasingly disintermediated from the actual research process

OCLC Perceptions of Libraries, 2010

The library brand—it’s still BOOKS

The library brand is “books.”

“Libraries = books” is even stronger than it was five years ago. As new consumer devices and online services have captured the information consumer’s time and mindshare, his perception of libraries as books has solidified.
The Millennials

- Want to be self-sufficient
- They do NOT ask questions
- They want to be anonymous
- They expect all search systems to behave like Google, Bing, and other Open Web search engines
- Today’s student = Tomorrow’s faculty
“It is also clear from teacher and student responses in the study that the library is seen as an intimidating and inconvenient place, especially and interestingly in its primary purpose – supporting student research and often assisting students in the identification, location, and evaluation of sources.”

“We also concede it is understandable that students are drawn to using search engines on the Internet to conduct academic research. These engines are easy to use, available to anyone with an Internet connection, and quick and bountiful in their returns.”
Project Information Literacy

a large-scale study about early adults and their research habits

• Students are very busy!
• Article – or chapter -- is the information object of choice
• Research is conducted “just in time”
• Students will try the Library 1st.
• Students start a research project by inputting a few search terms in the search engine of a database that had brought them “luck” on a previous assignment.

http://projectinfolit.org/
Value Gap

Amount Spent on Materials vs. Perceived Value of Library

Online Catalogs
CD-ROMs
WWW Browser

NOTE: Median amount spent on materials by ARL libraries
Primary Research

- Observational research of student researchers
  - 70+ sessions across 8 universities, 2 continents
- Online focus groups with end-user researchers
  - 9 groups, 80 participants (multiple demographics)
- Focus group sessions with librarians
  - 7 groups, 47 librarians
- Surveys of end-user researchers
  - 10,463 respondents across diverse demographics
Expectations vs. Experiences

• Aaron: 3\textsuperscript{rd} year undergraduate student
  – Term paper evaluating treatment by alternative press of George Bush’s handling of the Katrina disaster

• Susan: 2\textsuperscript{nd} year undergraduate
  – Scientific topic

• Josh: 4\textsuperscript{th} year humanities student
  – Comparative Literature topic
User Perception of Library Content

The superior source for quality, credible content

Preferred for academic research and course assignments
Actual User Behavior

The easiest place to start the research process

- Google
- Library Databases
What the Patron Sees
Existing Options for Accessing Library Content

- Library catalog
- eResources

Electronic Resources
- PAIS Archive
- PAIS International (including Archive)
- Palmer's Index to the Times of London (Index, 1790-1905; Full Text 1800-1870)
- Paperbase/PIRA
- PapersFirst
- Parliamentary Archives of the United Kingdom
- Periodicals Archive Online (Collections 1 - 3)
- Periodicals Index Online (Segments 1 - 22, and 27)
- Philanthropic Studies Index
- Philanthropy Resources Online (PRO)
- Philosopher's Index
- Pig News and Information
- PILOTS Database
- Plant Management Network
- Plant Management Network Plant Science Database
- Play Index
- Plunkett Research Online
- Poetry Portal
- Poiesis
- PolicyArchive
- Political Science: A SAGE Full-Text Collection
- Pollution Abstracts
- Popline

Physical collection

- Western European Studies and Languages
- Social Sciences, Multidisciplinary
- Grants and Scholarships
- Philosophy
- Veterinary Medicine
- Sociology
- Turfgrass
- Agriculture
- Arts, Performing
- Business
- Literature
- Environmental Studies
- Sociology
- Political Science
- Indexes
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We can’t teach the difference

• We’ve tried and tried
• Card catalog vs. print indexes
• Online catalog vs. databases
• Give it up!
Researchers Speak for Themselves:

* I get confused and end up going in circles.*

* Library sources are great but internet sources are the most convenient.*

* If only there was a Google-like search…*
Why Not the Library First?

- No clear and compelling starting place
- Difficulty identifying appropriate resources
- General lack of awareness of resources
• Simple
• Easy
• Fast
Discovery: “Compelling Interface”

• Single search across the full breadth of ALL of the Library’s collections

• Showcase all content equally

• Content + Community + Technology
Success: Part A

• Users find what they need quickly
  – In a simple way
  – Wherever they are
  – So they don’t have to go somewhere else
Success: Part B

• Measurement
  – What’s being used and how often
  – The meaning behind the statistics
  – Some way to measure return on investment
Success: Part C

• Providing a competitive advantage over the Internet
  – Honing in on the value we add to the research experience
Continuum of Discovery Solutions

1. Federated search
   – Proven, affordable technology
   – Increasingly integrated

2. Discovery Layer
   – More than “next generation catalogs”
   – Customizable presentation interface

3. Web-scale Discovery
   – Pre-harvested metadata
   – Single index of all of the library’s holdings
1. Federated Search

• Mature
• Good connector technologies
• Possible to connect to all resources
• Recent entrants:
  – Ebsco EHIS
  – WorldCat Local
• Can be integrated
2. Discovery Layer

- “Next generation catalog”
- Improved search of catalog and local resources
  - Keyword
  - Facets
  - Visualization
- Locally installed
- Highly customizable
- Social information tools – tagging, etc.
- 2 types of players
  - Commercial – vendor supplied
  - Open Source – library efforts
Search for
bungalow

Look for my query: All items that contain my query words anywhere in the record

In Entire Local Repository

Advanced Search

Results for Entire Local Repository

33 Results, sorted by: Relevance

Show only: Online Resources (4) Available (29)

1. American bungalow style (View details)
   Winter, Robert, 1924-
   New York: Simon & Schuster c1996

   Book Add to e-Shelf Available in the library (Get it)

2. Bungalow 2 (View details)
   Steel, Danielle.
   New York: Delacorte Press c2007

   Book Add to e-Shelf Available in the library (Get it)

Refine My Results

Narrow my results by limiting the search to:
Top Level:
   > Online Resources (4)
   > available (29)

Topic:
   > BUNGALOWS (8)
   > United States (4)
   > ARTS AND CRAFTS MOVEMENT (3)
   > ARCHITECTURE, DOMESTIC (2)
   > POPULAR MUSIC (2)
Search: bungalow

Refine by:
- SEARCH FOUND IN
  - Title (31)
- FORMAT
  - PRINTED MATERIAL (44)
- COLLECTION
  - Art Library (21)
  - Main Library Building (40)
  - Music Library (1)
  - Special Collections (7)
  - All LM (4)
- LANGUAGE
  - English (42)
  - French (1)
  - German (1)
- PUBLISH DATE
  - 2007 (1)
  - 2006 (1)
  - 2005 (2)
  - 2004 (1)
  - 2003 (1)
  - + more

Searched: bungalow (1 - 25 of 44)

Sorted by Relevance | Title | Date

(1 - 25) Most Relevant

The Seattle bungalow : people and houses, 1900-1940
Ore, Janet.

The bungalow book : floor plans and photos of 112 houses, 1910
Wilson, Henry L. (Henry Lawrence), b. 1862.

Bungalow : the ultimate arts & crafts home
Powell, Jane, 1952-
Salt Lake City : Gibbs Smith, Publisher, c2004.

Recently Added:
- The bungalow book
- The Seattle bungalow
- Bungalow

Other Sources:
- american horror tales
- architecture
- arts and crafts
- movement
Results 1 - 10 of 59 for **bungalow**, sorted by: relevance

**The Bungalow mystery**
Carolyn Keene
- Call number: Juv Fiction
- Year: 1960
- Found: bungalow (1)
- Series: *Nancy Drew mystery stories ;v3*

**Bungalow details**
Jane Powell, Linda Svendsen
- Call number: 728.373 Pow
- Year: 2006
- Found: bungalow (3); Bungalows (1)
- Subject: bungalows, interior architecture, ...

**The Herb of death**
Agatha Christie, Joan Hickson
- Call number: Fiction
- Year: 1988
- Found: bungalow (2)
Showing 1 - 4 of 4 Results for bungalow

Larger than life: Robert Rahway Zakanitch's Big bungalow suite.
by Zakanitch, Robert, Published 1997
Call Number: ND237.Z28 A4 1997 Located: 3rd Floor
Available
Book

The American home: material culture, domestic space, and family life /
Published 1998
Call Number: NA8480 .A63 1998 Located: 3rd Floor
Available
Book

In the Catskills: a century of Jewish experience in "The Mountains" /
Published 2002
Call Number: F127.C3 I5 2002 Located: 3rd Floor
Available
Book

Prejudice across America /
by Waller, James, Published 2000
Available
Book
3. Web Scale Discovery

Attributes:

• Hosted Index
• Pre-harvested
• Pre-coordinated
• Contributions directly from publishers
  – Coverage
• Collection and ingest capabilities
  – Local catalog updates
• Scale !!
Web Scale Discovery

WorldCat® Beta

Summon™

EBSCO Discovery Service

ExLibris Primo Central

Google Scholar beta
Search results for 'bungalow'

Results 31–40 of about 1,626 (.49 seconds)

31. Visions of suburbia
   by Roger Silverstone
   Language: English  Type: Book
   Held by: University of Washington Libraries

32. Retro-a-Go-Go - In Bungalow Heaven, the glow of the 1960s never fades.
   by Mark Frauenfelder
   Language: English  Type: Article
   Publication: Wired, 8, no. 1, (2000): 170
   Publisher: San Francisco, CA : Wired USA, c1993-
   Database: ArticleFirst
   Held by: University of Washington Libraries

33. The Bungalow: Symbol of Dominican Sovereignty
   by Yashdeep Srivastava
   Language: English  Type: Article
   Publication: The contemporary review, 282, no. 1648, (2003): 301
   Publisher: London ; New York : A. Strahan, 1866-
   Database: Academic First
   Held by: University of Washington Libraries
Search Results: Your search for muggles returned 8,358 results

Refine your Search
- Items with full text online
- Limit to items from scholarly publications, including peer review
- Add results beyond your library’s collection

Content Type
- Any
  - Newspaper Article (7,157)
  - Journal Article (1,181)
  - Thesis/Dissertation (17)
  - Book (2)
  - Music Recording (1)
  - more options

Subject Terms
- Any
  - childrens novels (377)
  - childrens literature (301)
  - books (256)
  - motion pictures (212)
  - science fiction & fantasy (142)

Muggle magic
by Barbara Quint
Searcher Vol: 11 Issue: 8 ISSN: 1070-4705 Date: 09/2003 Start Page: 6
Subjects: Information professionals, Searches, World Wide Web, Information technology
In fact, truth to tell, [Arthur] finds muggles and their artifacts absolutely fascinating, so fascinating that he collects such artifacts privately and studies...

Muggles here: Final Edition
Milwaukee Journal Sentinel ISSN: 1062-0850 Date: 06/15/2000 Description: 065 B
... have been the first to use the name "muggles" in her children's book -- not the author of the Harry Potter series or the American writer who is suing the Potter...

Muggle MADNESS: FINAL Edition
by The Fresno Bee
The Fresno Bee ISSN: 0889-6070 Date: 07/21/2007 Description: B1
The wait is finally over for eager muggles (humans without magical powers in the world of Harry Potter) and wannabe wizards for the unveiling this morning...
Web Scale Discovery is the Answer

• Meets End User Expectations

• Comprehensive
  – Searches all library resources
  – Broader coverage than the catalog
  – Best discoverability

• Proven value for the Library
The Information World is Flat

• Every information object is equal in potential value

• Print is not preferred

• No “silos” by format
KISS: Simple approaches

• Watchwords:
  – Simple
  – Easy
  – Fast

• Discovery is for end users
Marketing and Branding

• Discovery is your library’s “Digital Front Door”

• Create a single, branded starting place
  – Market it !!!
  – Take it to the classroom

• Listen to the Freshmen, not the Faculty
Today’s Library: New World of Users

• Meet the end users where they are!
• Accept the new search paradigm
• Accept short term risk to avoid long term “disintermediation”
• Give up our rules
• Make the complexity of information simple
Move toward the Users

- Discovery puts us on the path to the New Library
- Hurry Up!